

John Player Special

A distinctively mild taste
you should get to know better.

Why not buy
a carton of JPS and get really
well acquainted?

25 mild and
mellow king size
cigarettes. At the
same price as ordi-
nary cigarettes.



An elegant
drum for special
occasions. For a few
cents more it looks
great on your desk
or coffee table. And
you can refill it.

Our new JPS
flip top 20 pack. But
the same distinctively
mild king size
cigarettes.

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And they cost no more than ordinary cigarettes.

Warning: The Department of National Health and Welfare advises that danger to health increases with amount smoked.